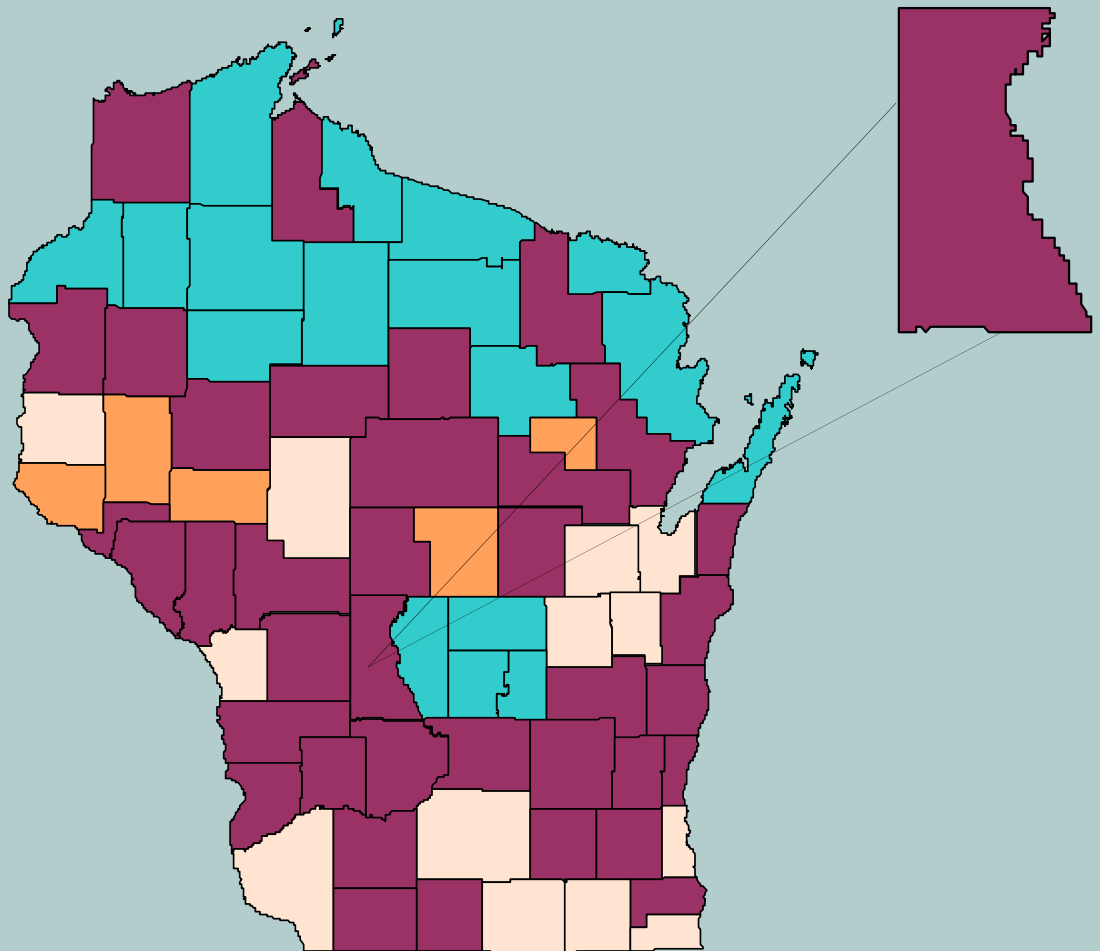


Juneau County Workforce Profile

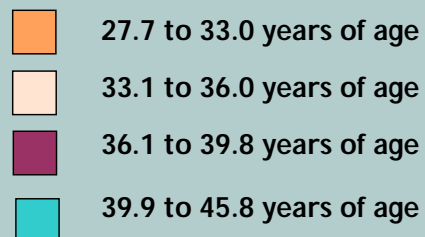
Median Age by County, 2000



Your complete
guide to the
state of the
labor force of
today and a
glimpse into
the economy of
tomorrow.



State of Wisconsin
Department of Workforce Development
October 2002



Source: Census 2000 of the United States



County Population

During the first year of the new millennium, Juneau County's population increased 1.2 percent, exceeding the pace set by state and national growth rates. In 2001. Most of the fastest growing municipalities in Juneau County were along the Interstate Highway - making it easier for Juneau County residents to commute to Sauk or Monroe County for work. Some towns and villages in Juneau County have enjoyed recent popularity as places to build retirement homes, thus increasing population in those areas.

The Increase in Juneau County's population between the 1990 and 2000 Censuses was brisk. The 1990 Census reported Juneau County's total population at 21,650. The population total reported for Juneau County from Census 2000 was 24,316, an increase of 2,666 and a 12.3 percent growth rate. During the 90s decade the national population grew by 13.1 percent and the state population grew by 9.6 percent.

Some of the fastest growing Juneau County municipalities during the 90s decade include; town of Necedah - grew 34.7 percent, - Mauston - grew by 8.9 percent, Lyndon - grew by 54 percent and Germantown - where population grew at a rapid 90.8 per-

cent growth rate. The towns of Lemonweir and Germantown have gained minor reputations in the last ten years for being a retirement area in the central part of the state. Population growth in Lyndon, and along Juneau's southeastern border can be attributed - at least in part - to increasing numbers of persons living in Juneau County Wisconsin but working in Sauk County. The Town of Necedah had the highest numerical increase in population between the two Censuses, increasing by 555 persons - accounting for more than twenty percent of Juneau County's total population increase during the 90s decade.

When looking at population changes at the county level, there are a number of factors that contribute to growth or decline in the county's population. By examining the components of change in the county's population, which include births, deaths, and migration, we see that Juneau County is almost entirely dependent on migration of residents into the county to increase the county's population. Almost 98 percent of the population increase recorded in Juneau County in the 2000-2001 time period was due to persons moving into the county. During the 90s

(Continued on page 2)

Total Population

	2000 Census	January 1, 2001 Estimate	Percent change
United States	281,421,906	283,474,000	0.7%
Wisconsin	5,363,675	5,400,449	0.7%
Juneau County	24,316	24,616	1.2%

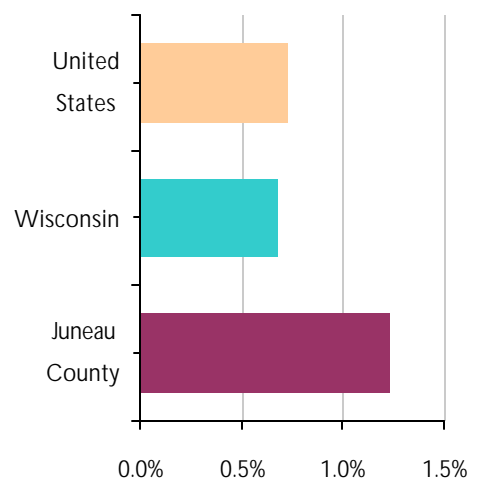
Ten Largest Municipalities

Mauston, City	3,740	3,805	1.7%
Necedah, Town	2,156	2,215	2.7%
Lemonweir, Town	1,763	1,777	0.8%
Elroy, City	1,578	1,575	-0.2%
New Lisbon, City	1,436	1,441	0.3%
Lyndon, Town	1,217	1,240	1.9%
Germantown, Town	1,174	1,220	3.9%
Lisbon, Town	1,020	1,027	0.7%
Necedah, Village	888	896	0.9%
Wonewoc, Village	834	833	-0.1%

* Juneau portion only

Source: Wisconsin Department of Administration, Demographic Services, 2002

Population Growth 2000-2001



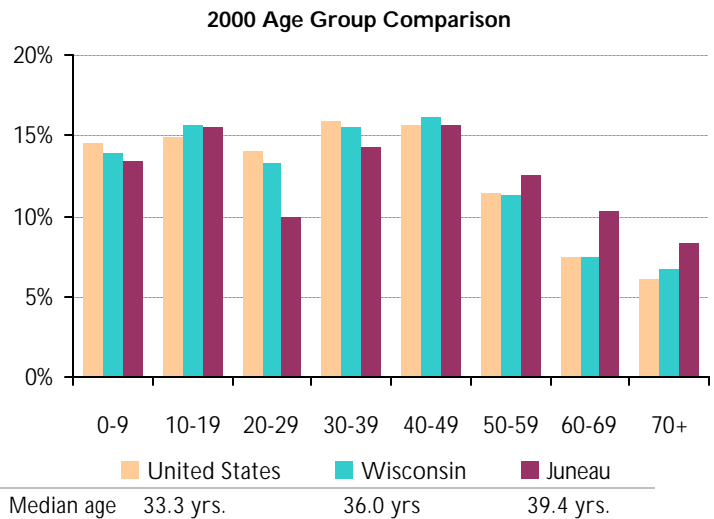


State of Wisconsin - Juneau County

about 82 percent of Juneau's population increase was due to positive net migration.

Juneau County, as many Wisconsin Counties, is experiencing an aging resident population. In 1980, the average age of a Juneau County resident was 31.5, in 1990 it was 34.5, and by the year 2000 the average age of a Juneau County resident had climbed to 39.4 years old. Juneau County is the 19th oldest county of Wisconsin's 72 counties in terms of average age.

When examining the age cohort charts on the right, one notices that the percentage of the Juneau County resident population in the 20-29 year old age cohort makes up a substantially smaller part of Juneau County's population than the same cohort does on a state or national level. Coupled with the much higher than average percentages of residents in the 50-59, 60-69, and 70+ age cohorts, it appears that Juneau County residents in their 20s are migrating out of the county and individuals 50 and over are migrating into the county. Profound demographic shifts such as these will have a major impact on shape of the future workforce in Juneau. Employers will need to examine their recruitment strategies in order to

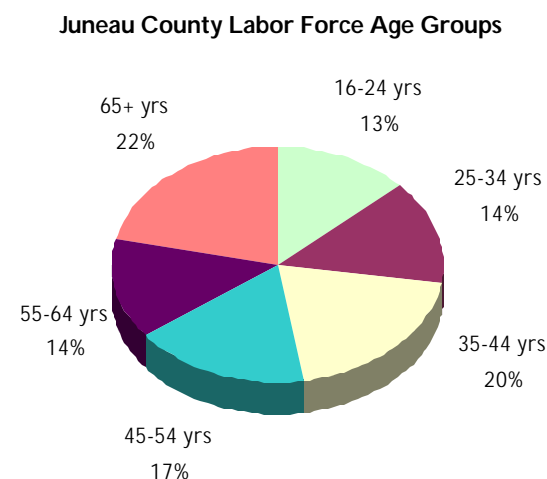


Source: US Department of Commerce, Census Bureau, *Census 2000*

appeal to the new workforce demographic.

The "Baby Boomer" generation, those born between 1946 and 1964 or so, is the largest generation in the history of Juneau County (and Wisconsin). Baby Boomers generally had less children than their parents did. The Juneau County 40-49 age cohort and 50-59 age cohort are posting huge increases as the baby boomers age. This trend will continue into the future.

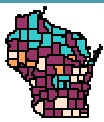
County Civilian Labor Force



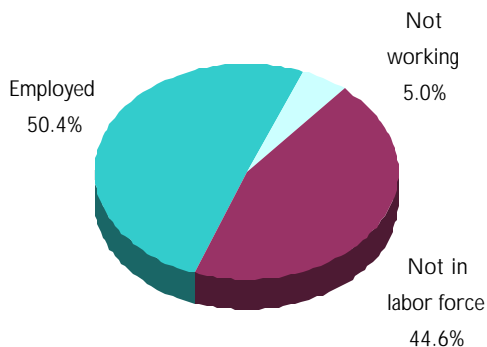
Source: US Dept. of Commerce, Census Bureau, *Census 2000*

The labor force is the sum of employed and unemployed persons who are 16 years old and older. (Readers should bear in mind that many people who are not working are not included in the Bureau of Labor Statistics definition of unemployed). The participation rate is the number of total workers in the labor force (those working plus those not working, but activity seeking employment) divided by the total non-institutional population aged 16 years and over. Not all persons aged 16 and over are working or looking for work. Among the reasons for not working are; school attendance, retirement, inability to work, and individuals who do not believe there are any opportunities for them in their labor market. Persons in a prison, mental institution, or nursing homes are not counted as members of the labor

(Continued on page 3)

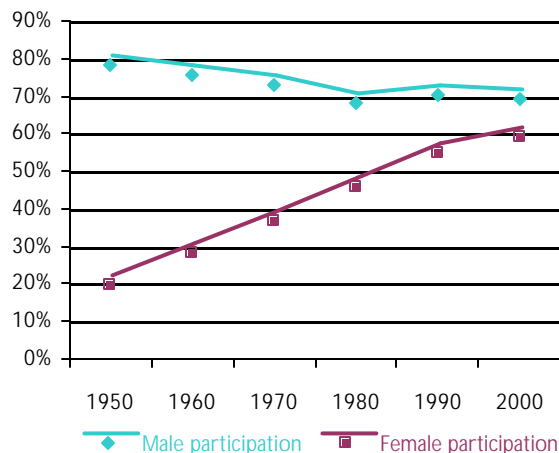


2001 Labor Force Participation



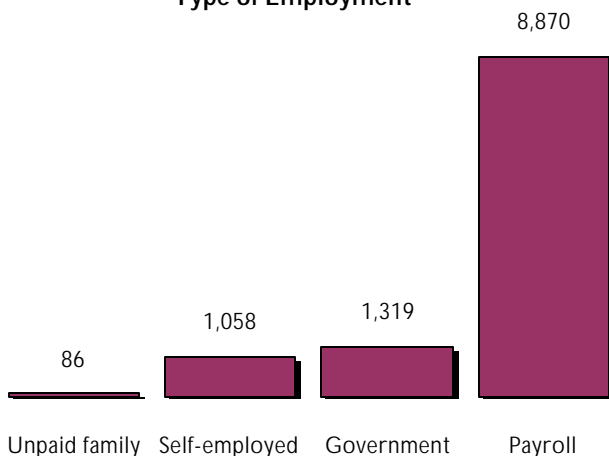
Source: Estimated from WI Dept. of Administration population estimates, Jan. 2001, US Census Bureau, and WI Local Area Unemployment Statistics.

Labor Force Participation of Male and Female Residents



Source: US Dept. of Commerce, Census Bureau, *Census 2000*

Type of Employment



Source: US Dept. of Commerce, Census Bureau, *Census 2000*

force, nor are they counted as unemployed.

The "participation rate" is the percentage of the total resident population, aged 16 and over, who are working or seeking employment. Many social and economic factors influence the participation rate in a given area. The number one reason for the dramatic shift in the rate during the last 20 years has been caused by the increasing number of females entering the workforce.

In 2001 the participation rate in Juneau County was 55.4 percent. This is substantially lower than the state participation rate of 73.5 percent, and almost 12 points lower than the national rate of 67.2 percent. Almost 45 percent of the resident population aged 16 and over is not working nor looking for work. Only two of Wisconsin's 72 counties have a lower participation rate than Juneau's rate. There are a number of reasons why persons may choose not to participate in the workforce including; inability to perform available work, retirement from the workforce, physical incapacity to work, and the belief that there is no work available for them.

Part of the explanation for Juneau County's low participation rate can be found in its high average age. Juneau County has a higher than average percentage of its population aged fifty and over. However, the relatively high average age of Juneau County is not the only reason for its low participation rate. Juneau is the nineteenth oldest county in Wisconsin in terms of average age, yet only two of those nineteen older counties have lower participation rates than Juneau County does.

Another interesting trend that can be analyzed as a result of data released as part of the 2000 census is the changing role of men and women in the workforce. Using data from 1950 to 2000, we see that, over the past fifty years that participation by gender in the county's labor force has followed two divergent trends. Between 1950 and 1980, the male labor force participation rate declined in the county, but has remained relatively stable at just over 70 percent for the past thirty years. In stark contrast, the county's female labor force participation rate has risen significantly over the course of the past half-century from around twenty percent in 1950 to

(Continued on page 4)



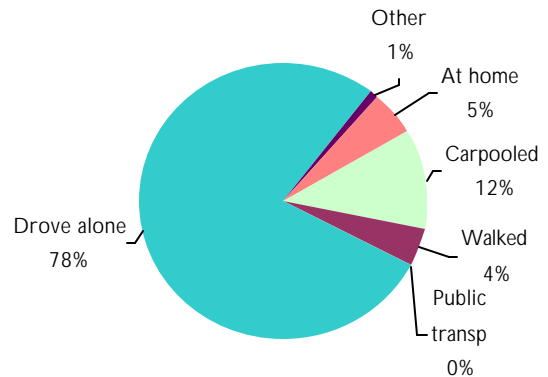
State of Wisconsin - Juneau County

sixty percent in 2000. While much has been written about the socioeconomic factors that have led to an increasing number of women in the workforce, the growth that has occurred over the past twenty years has been driven by a number of demographic and economic factors. The female percentage of the population has increased significantly, both nationally and statewide. Therefore, increased participation is a function, in part of an increase in available female workers.

The time it takes Juneau County residents to get to work is increasing. In 1990, the average Juneau County worker took 16.2 minutes to get to work, in the year 2000 that jumped to an average commute in minutes of 22.1 minutes. Increased unemployment in Juneau County, coupled with economic growth in surrounding counties has led to Juneau County residents driving farther and longer to work.

One of the last pieces of data released from the Census is destination county commuting data. That is, data on which county residents are driving to other counties for work and how many workers are staying within their county of residence for

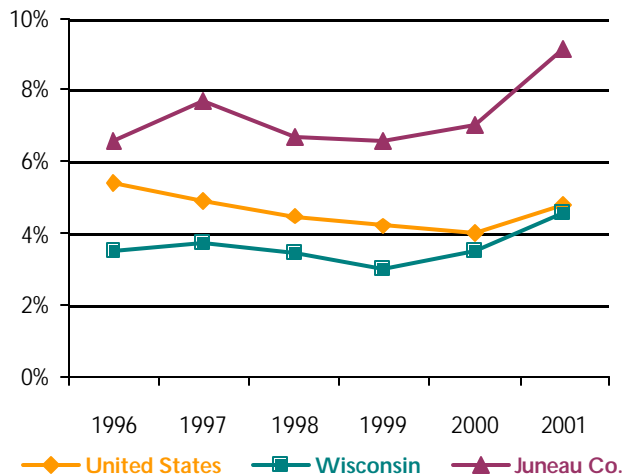
County Travel-to-Work Patterns



Source: US Dept. of Commerce, Census Bureau, *Census 2000*

work. Destination county commuting data from Census 2000 has not been released yet. Census 2000 data released as of this writing does indicate that 67 percent of Juneau County residents work within Juneau County. About 32 percent of Juneau County residents work in another Wisconsin county and one percent of Juneau County residents work in a state other than Wisconsin. Stated another way, one out of three Juneau County residents travel outside the county to find work.

Unemployment Rate Comparison



Juneau County's unemployment rate mirrors the statewide rate in terms of its general pattern. When the state rates increases, Juneau County's unemployment rate increases. However, Juneau County's rate tracks between two and three percent higher than the statewide unemployment rate.

While most counties in Wisconsin watched unemployment rates set record lows in the 1997-1999 time period, rates in Juneau County declined modestly during that time period, and have increased again since 1999. Much of Juneau's large manufacturing base is tied to some of the more volatile manufacturing industries. Some Juneau County manufacturers have been affected by mergers and consolidations.

Juneau County Civilian Labor Force Data

	1996	1997	1998	1999	2000	2001
Labor Force	11,400	11,300	10,900	10,400	10,400	10,500
Employed	10,600	10,400	10,200	9,700	9,700	9,600
Unemployed	760	870	730	690	730	950
Unemployment Rate	6.6%	7.7%	6.7%	6.6%	7.0%	9.1%

Source: WI Department of Workforce Development, Local Area Unemployment Statistics, revised March 2002



County Industry Employment

Nonfarm Wage and Salary Employment

	1996	1997	1998	1999	2000	2001	Percent change	
							1 year	5 year
Total	9,015	9,022	9,052	9,074	9,092	8,907	-2.0%	-1.2%
Goods Producing	3,552	3,555	3,400	3,282	3,252	2,924	-10.1%	-17.7%
Construction & Mining	364	332	291	289	299	270	-9.7%	-25.8%
Manufacturing	3,188	3,224	3,110	2,992	2,953	2,654	-10.1%	-16.7%
Durable	2,391	2,445	2,407	2,376	2,277	1,918	-15.8%	-19.8%
Nondurable	797	778	703	616	676	736	9.0%	-7.6%
Service Producing	5,464	5,467	5,652	5,793	5,839	5,983	2.5%	9.5%
Transportation, Communications & Utilities	309	318	334	332	325	304	-6.7%	-1.7%
Total Trade	1,772	1,785	1,740	1,841	1,842	1,770	-3.9%	-0.1%
Wholesale	314	315	257	242	221	202	-8.9%	-35.7%
Retail	1,458	1,470	1,483	1,599	1,620	1,569	-3.2%	7.6%
Finance, Insurance, and Real Estate	187	194	225	232	232	241	3.8%	28.9%
Services & Misc.	1,494	1,503	1,637	1,603	1,590	1,630	2.5%	9.0%
Total Government	1,701	1,667	1,715	1,784	1,849	2,038	10.2%	19.8%

Source: WI Department of Workforce Development, Nonfarm wage and salary estimates, revised March 2002

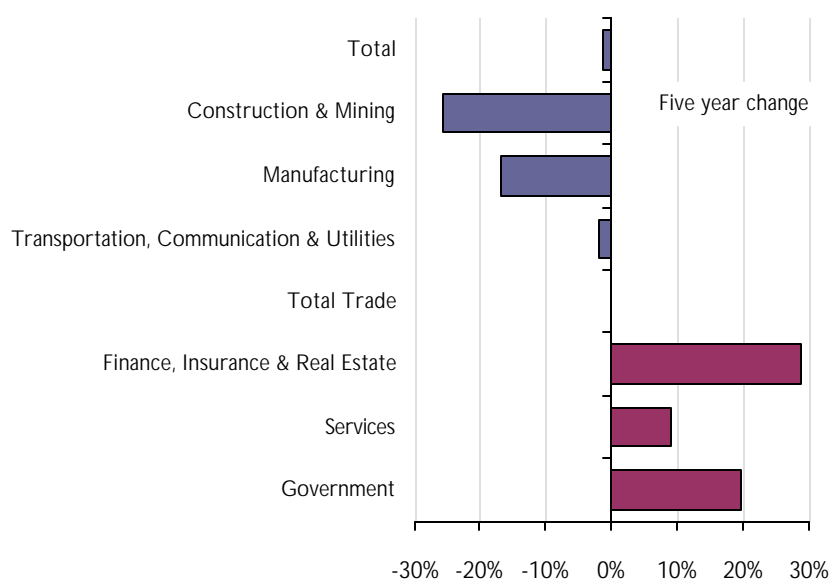
Nonfarm wage and salary employment measures the number of jobs within a county excluding farming, military, and self-employed workers. This data measures the number of jobs within the county without consideration of where the job-holder lives. Numerous Juneau County residents commute outside of the county to their jobs; this is a significant

reason why the number of residents living in Juneau that are employed was 3,100 larger than the number of jobs located within the county during 2001.

Juneau County reported a 7.6 percent increase in the retail trade component of the trade industry division during the 1996-2001 time period. The increase was off set by a large decrease in the wholesale portion of the industry. The service industry division experienced a healthy increase in employment during the same time span. There are a number of reasons for the increases in retail trade and service industry employment within Juneau County, not the least of which is Juneau's ability to attract tourist dollars to the county. The Wisconsin Department of Tourism estimates that in 2001 tourism dollars spent in Juneau added 3,207 jobs to employment totals in Juneau.

Increasing service sector employment levels in Juneau will also be fueled by the increasing age of the county, and the increasing retirement community in Juneau. As people age, they require more services including health services, personal care services, and other 'hands-on' services.

Employment Change by Industry Division: 1996 to 2001



Source: WI DWD, Nonfarm wage and salary estimates, revised March 2002



Top 10 Employers

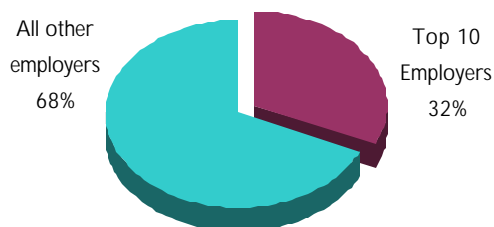
Company	Product or Service	Size
Hess Memorial Hospital	General Hospital	500-999
Walker Stainless Equipment	Fabricated Plate Metal Products	250-499
Department of Health & Family Services	Sandridge Treatment Facility	250-499
Mauston Public Schools	Education	250-499
County of Juneau	Executive and General Government	250-499
Brunner Drilling & Mfg. Co.	Fabricated Nut and Bolt Products	100-249
Tailor Made Products	Plastic Products	100-249
Department of Defense	Volk Field	100-249
Freudenbergqok (Farnam/Meillor)	Gaskets, Packing, and Sealing Devices	100-249
Necedah Public Schools	Education	100-249

Top 10 Industry Groups

Industry Group	March 2001		Numeric change	
	Employers	Employees	1-year	5-year
Fabricated Metal Products	12	1,126	-89	147
Health Services	22	839	66	133
Educational Services	9	798	18	84
Eating and Drinking Places	57	543	7	16
Rubber and Misc. Plastics Products	7	492	40	-71
Electronic & other Electric Equipment	*	*	*	*
Automotive Dealers & Service Stations	23	408	-21	72
Executive, Legislative, and General	29	308	32	-15
National Security and International Affa	*	*	*	*
Lumber and Wood Products	16	209	16	51

*data suppressed to maintain confidentiality

Top 10 Employers' Share of Nonfarm Employment



Top 10 Industry Group Share of Nonfarm Employment



Source: WI Department of Workforce Development, ES-202 file tape, December 2001

A number of the employers listed on Juneau County's top ten employer list have laid off workers and consolidated operations. In addition, a number of employers that formally appeared on the county's top ten list have fell off the list due to plant closings and/or substantial reductions in staff. A majority of the layoffs have occurred in the manufacturing sector. Currently, Juneau County only has one employer with employment in the 500-999

range; in the past Juneau County has had a number of employers in that range.

As of 2001, the top ten employers employed about three out of every 10 people working in Juneau County. Four of the ten largest employers were in the manufacturing industry.

(Continued on page 7)



State of Wisconsin - Juneau County

Another facet of the county's industries and economy that has a significant bearing on the county's labor force is the wages paid by firms in the area. In 2001, the annual average wage across all industries in Juneau County was \$25,053. This average wage was 19 percent below the state average of \$30,922. An analysis of average wages in specific industries shows a similar trend of wages well below the state average.

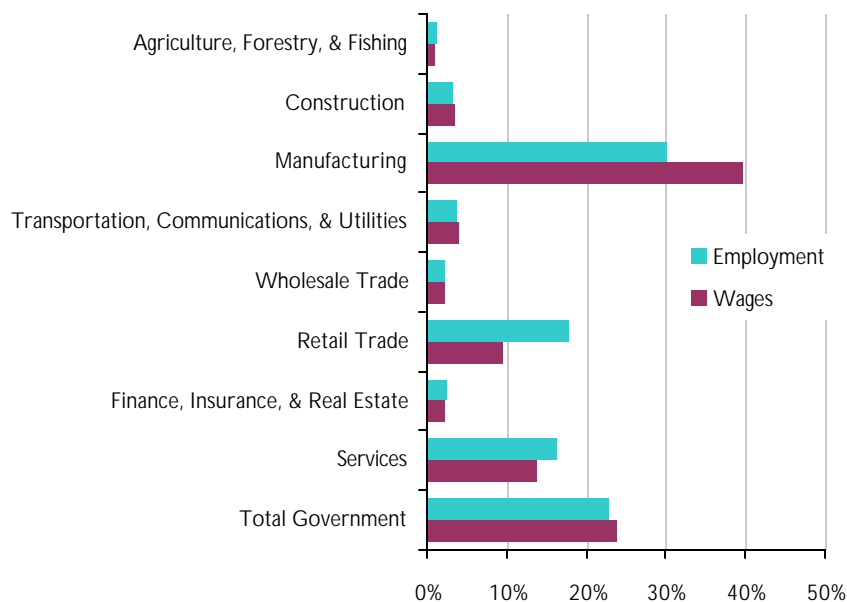
Of particular interest is the wage level paid to con-

struction workers, which is nearly 31 percent below the state average, and wages for workers in the finance, insurance, and real estate industry (FIRE), which are just over half the statewide average.

In Juneau County, all major industry divisions pay average annual average wages lower than the statewide average. The largest discrepancy appears in the FIRE industry. Typically, major FIRE operations center around metropolitan areas, of which, Juneau County has none. In addition, most of the major FIRE operations in Wisconsin take place in the eastern or south central parts of the state. Western Wisconsin's financial institutions are often headquartered in Minnesota.

Manufacturing employment represents 30 percent of total employment and 40 percent of wages paid in Juneau County. Overtime wages influences the total earnings of many manufacturing workers. At an average annual wage of \$33,094, Juneau County manufacturing employees are paid 83.3 percent of the amount the average state manufacturing worker is paid.

Employment & Wage Distribution by Industry Division



Annual Average Wage By Industry Division

	Juneau Co. Annual Average Wage	Wisconsin Annual Average Wage	Percent of State Average	1-year percent change	5-year percent change
All Industries*	\$ 25,053	\$ 30,922	81.0%	0.9%	20.1%
Agriculture, Forestry, & Fishing	\$ 20,756	\$ 22,565	92.0%	-7.3%	-38.5%
Construction	\$ 27,046	\$ 39,011	69.3%	1.6%	0.6%
Manufacturing	\$ 33,094	\$ 39,739	83.3%	-0.4%	26.5%
Transportation, Communications, & Utilities	\$ 26,637	\$ 36,639	72.7%	10.4%	28.1%
Wholesale Trade	\$ 24,807	\$ 40,521	61.2%	3.4%	21.3%
Retail Trade	\$ 13,444	\$ 14,596	92.1%	3.1%	23.8%
Finance, Insurance, & Real estate	\$ 22,408	\$ 40,933	54.7%	2.5%	27.0%
Services	\$ 21,221	\$ 28,775	73.7%	6.4%	31.3%
Total Government	\$ 26,267	\$ 33,785	77.7%	3.9%	21.6%

* Mining excluded from table since wages were suppressed to maintain confidentiality in every county

Source: WI DWD, *Employment, Wages, and Taxes Due covered by Wisconsin's U.C. Law, 2002*

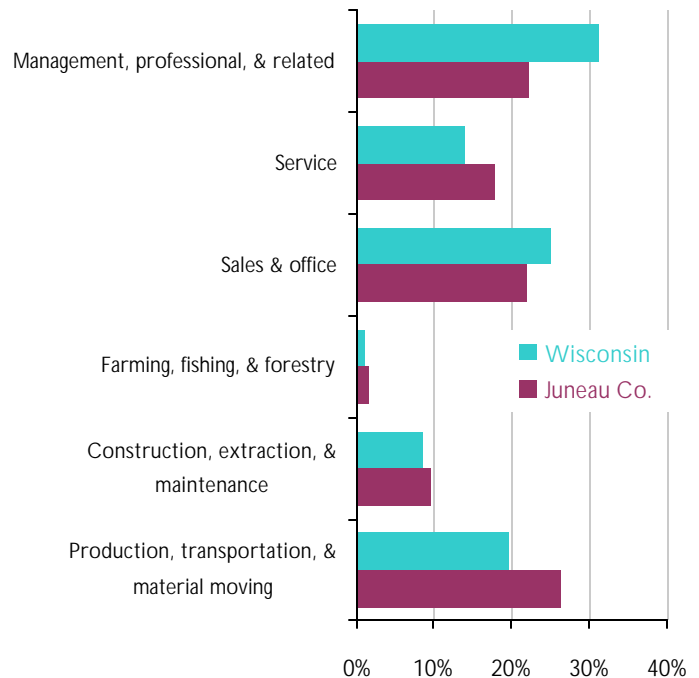


Occupation and Education Characteristics of County Population

Among the number of other characteristics of the Juneau County workforce that warrant discussion, two bear a significant impact on the county's economy. Both the distribution of occupational groups in the workforce and the educational attainment of the population restate the traditional focus of the county's industries and economy.

The occupational distribution of the county's working population, as detailed in Census 2000 shows a number of interesting trends. First, as compared to the state, as a whole, Juneau County has a significantly higher percentage of workers engaged in production, transportation, and material moving occupations. This group, which represents over a quarter of the working population reflects the significant importance of manufacturing industries in the county. Additionally, a greater percentage of workers are employed in construction, extraction, and maintenance positions in Juneau County than in the rest of the state. Conversely, a lesser percentage of workers are engaged in management, professional, sales, office, and service occupations in the county than in the state. However, the growth in service sector industries is reflected in the relatively high percentage of workers in service occupations, whose representation in the county exceeds the state percentage. It is important to note at this point that these occupations cannot be correlated

Employment by Occupation Group: 2000



US Department of Commerce, Census 2000

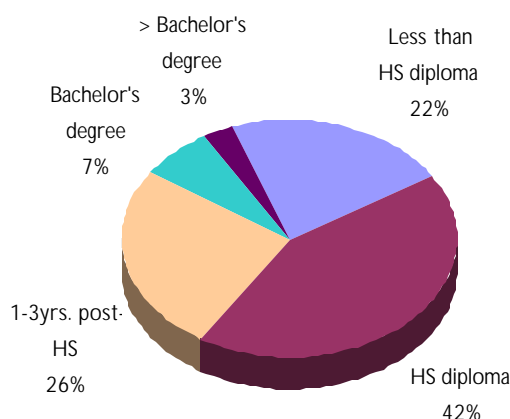
with specific industries. Therefore, any conclusions drawn with respect to industry growth are difficult to make and inexact.

The educational attainment of the Juneau County population aged 25 and older is represented in the distribution to the left. Seventy-eight percent of Juneau County residents 25 years old and older had at least a high school diploma and 10 percent of county residents had a bachelor's degree or higher. Statewide 85.1 percent of residents 25 and over have at least a high school diploma and 22.4 percent have at least a bachelor's degree.

In 2000, Juneau County has the lowest percentage of persons with a bachelor's degree or higher in the state of Wisconsin.

Juneau County residents improved their educational standing as compared to the 1990 Census. In 1990, 70.6 percent of Juneau County residents were high school graduates and 8.6 percent of those 25 and over had a bachelor's degree or higher.

Education Attainment in 2000



Source: US Dept. of Commerce, Census Bureau, *Census 2000*



County Income Information

A final critical indicator of the health of the Juneau County economy is the income level, or level of economic wealth present in the county. This can be measured through a variety of means. The most popular means is through the calculation of the median household income.

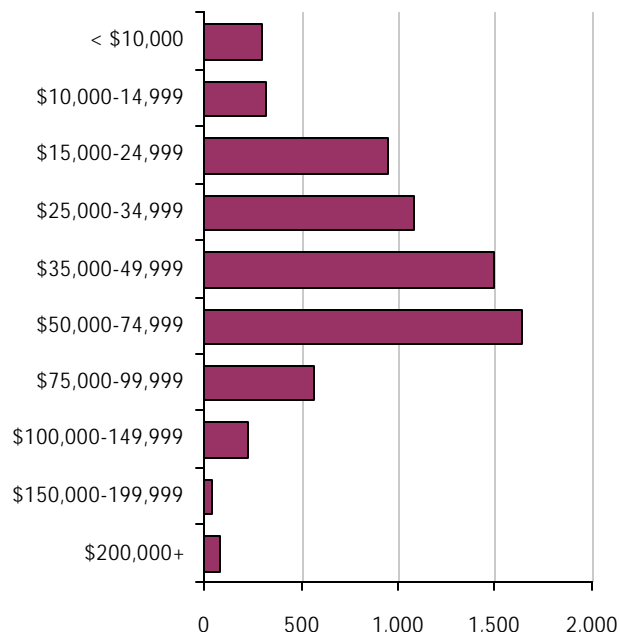
In 2000, the median household income of Juneau County, which reflects earnings in 1999 was \$35,335. This is significantly lower than the state median level of \$43,791. An analysis of the distribution of income in the county, as illustrated in the chart to the right shows some trends that cause some concern. Of particular interest is the relatively low households with incomes above \$100,000. Conversely, the number of households with incomes less than \$25,000 is higher. In counties with a high median household income, this distribution is reversed.

Another way to consider the income level present in Juneau County is to look at the number of individuals living in poverty in the county. In 1999, 7.4 percent of all families and 10.1 percent of individuals. Both of these percentages are significantly higher than the state average.

The median value of a house located in Juneau County was \$71,200, compared to the statewide median of \$122,200.

Households by Income Range

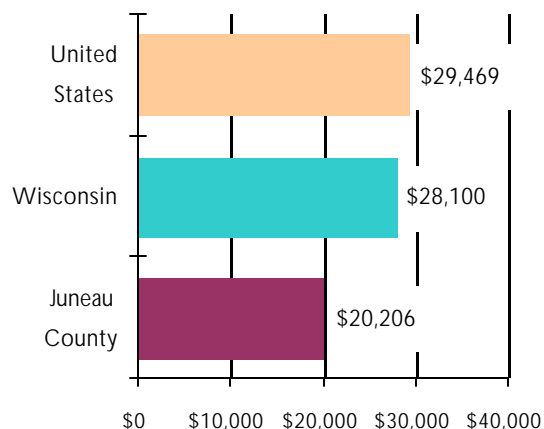
Median household income in Juneau Co. \$35,335



Source: US Dept. of Commerce, Census Bureau, *Census 2000*

A final measure of income commonly used is per capita personal income, which accounts for sources of income other than wages. In 2000, the PCPI of Juneau County was \$20,206, which is significantly lower than either the state or national level.

Per Capita Personal Income 2000



Source: US Department of Commerce, Bureau of Economic Analysis

Components of Total Personal Income: 2000

